

# Making Waves

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# CEO

Our mission is the "protection and enjoyment of the world's oceans, waves and beaches." The logical question here is, "How can that mission be accomplished?"

The answer is, "We accomplish our mission via a range of engagement."

Here is what I mean.

## Attract People

Nothing can happen if no one is involved. Thus, our primary effort is to attract people. This can and does happen in a myriad of ways: from a local campaign in a coastal region, to a clever viral video on a social media site. Success equates with people noticing Surfrider Foundation, having a lightweight understanding of what we do, and wanting more...wanting to connect.

## Connect People

You can't ask a favor of a stranger. The essence of this step is the low-friction ask; connect people via a lightweight point. We'll ask for a small amount of their time, approximately 40-seconds a day (or 20-minutes a month). Think of this as someone visiting their local chapter's website, reading a newsletter, or responding to a Facebook post. Five years ago we had very few people connected to Surfrider at this level. Today, we have between 300 and 400 thousand people in this range, and we interact with approximately 100 thousand people weekly. Success at this level is a connection to our mission, lightweight education, and multiple opportunities to get involved and be active.

## Activate People

When someone aligns with a cause, they invest in it. This stage is that next level. It might be attending a local beach cleanup, signing a petition, or donating time, energy or money. This phase is perhaps the most exciting because it is where most of our onramps lead - local, national or global campaign participation. Success at this level is a changed life. It is a person understanding coastal issues like beach access or single-use plastic pollution, and then finding their own way to engage in those campaigns.

## Create Leaders

Surfrider's model is an inverted pyramid. At the top are volunteers and activists; they are the ones who do the work to preserve our coastlines worldwide. Due to the ever-increasing scale of people connected to the mission, we have a constant need for leaders. Leaders may run a chapter, or manage a local campaign. My favorite attribute of this group is its diversity. Leaders are young and old, have a variety of political views, etc., but what they all have in common is a willingness to lead a cause they believe in. Success at this level equates to a small percentage of people stepping up and leading the charge to manage and move our mission forward. Since January 2005 we've charted 144 coastal victories. To a very large extent this group of environmental mavens drove those wins.

## The Importance Of Campaigns And Programs

Campaigns and programs provide the backdrop for all this activism and connection to happen. Campaigns have beginnings, middles and ends. Think of a local issue that can be won (or lost) via engaged community members. Programs are ongoing and educational. Ocean Friendly Gardens fits here. It is aimed at people embracing the ideas of conservation, permeability and retention in their gardens as a way to reduce landscape runoff and improve coastal water quality.

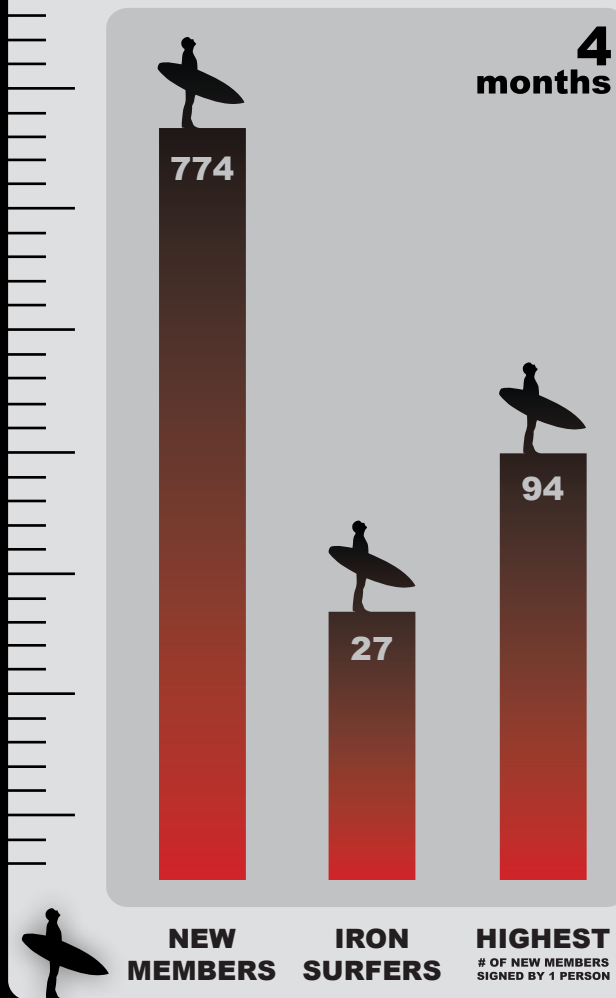
In the end, Surfrider Foundation is about engaging people in our mission, a bit at a time... until they've made our mission their own.

Jim Moriarty  
CEO, Surfrider Foundation

# IRON SURFER



This summer, Quiksilver and the Surfrider Foundation challenged current members to help strengthen the network. As current members signed up five people, they became Iron Surfers and received a limited edition t-shirt. When the contest closed on October 31st, Dylan Christensen had signed up the most new members and won a surf trip to the Quiksilver Travel Surf House in the Dominican Republic. Rick Erkeneff, who came in second, won a head to toe package from Quiksilver and a signed Clay Marzo "Madness" model surfboard by SUPERbrand, and Stephen Delaney will rock the winter in style with gear from Quiksilver. Congratulations to all the Iron Surfers and welcome to all of our new members.



# GROWING A LEGACY

On September 25th, Steve Henry and Harriet Zaretsky hosted an event at their Pacific Palisades home to raise the remaining funds for the Dillon Henry Memorial Internship Endowment. Falling on the day after what would have been Dillon's 21st birthday, over 100 guests attended this special event featuring food, drinks and a musical performance by Gary Jules. Despite the late September date, the event was held outdoors, under the stars, on an unseasonably warm Southern California evening and was a fantastic tribute to Dillon's enduring warmth and spirit. In the end, Dillon's friends, family and loved ones contributed over \$25,000 bringing the endowment total to \$250,000.

Established in 2007, the Dillon Henry Memorial Internship Fund will provide, in perpetuity, monetary support to help young people pursue a career in coastal and marine conservation. These funds will provide stipends for at least two qualified interns annually to work with Surfrider Foundation's Environmental and/or Legal Departments. The original gift was inspired by Dillon's passion for learning and his undeniable love of the oceans. Through this endowment, his giving spirit will continue to contribute and serve as an enduring legacy and tribute to his life.

Please visit [www.Dillonslist.org](http://www.Dillonslist.org) to learn more about Dillon and the legacy of giving his life inspired.

To learn more about endowments and memorial gifts please contact Steve Blank, Director of Development, at (949) 492-8170 or [sblank@surfrider.org](mailto:sblank@surfrider.org)

To learn more about internships at Surfrider Foundation visit:  
[www.surfrider.org/job3.asp](http://www.surfrider.org/job3.asp)

## Special thanks to the following donors who helped complete the funding of the Dillon Henry Memorial Internship Endowment:

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Heidi Lloyd	Alan & Edna Zaretsky
Doris Longman	

## Waves of Passion

*It was always Dillon's desire to have one of his essays published. We couldn't be happier to help make his dream come true.*

I knew little about my surfboard when I bought it used at Islands for 350 dollars. I knew nothing of its past, nor about the person who owned it last. I was so excited to try out this new board; it was as if there was a roadrunner caged up inside me endlessly sprinting back and forth. I knew that I had just bought a medium that I would use to elevate myself to a level that previously I could only dream about. I used to sit at Venice beach with a broken, shattered, leaky, dinged-up log of a board feeling as if I was a painter, with a blank canvas in front of me, paint ready, but my paintbrush was old and splintered and the hairs on the end of my brush were nonexistent. But today, the situation was different.

Zooming down the line, the wave is like a clean sheet of paper and my board is the pen that strings my words together to compose lyrical miracles. Bulleting down the face of the wave, dropping down faster and faster, it's the thrill of riding a wave the size of your home. I push my back leg down and out, in turn doubling my momentum and I switch directions now heading straight up the wave. The wave is like a twelve-foot brick wall and at the top the water quivers as it sees me rushing towards it. This is it...the timing must be perfect. I reach the top of the wave, put all my weight into my back foot and push my foot out towards the sky. Like Muhammad Ali I deliver a blow so fierce Poseidon himself must be trembling in his throne. The spray from my snap fans out high and wide forming a perfect arc behind me. I am free, unbounded by the shackles of stress and work that I feel at home, the roadrunner inside me has been released from its cage. And as the day winds down and the sun kisses the rim of the endless blue ocean, I return to land. Nothing in the world calms me down or puts me in a better mood than a day like today with my new surfboard. This is why I can't stop surfing.

Over the course of the past year I have broken my nose, cut open my head (nearly losing an eye), scarred my feet to the point where they are no longer recognizable, sprained my wrist, visited the Emergency Room five times and have had countless minor injuries, all due to surfing. Nonetheless I continue to go back out every single day I possibly can and face the risk of injuring myself once again in the hopes of finding a wave like the one I rode on that first day with my new board. Ever since I was twelve, I have only had one passion, writing, but this year I met and fell in love with another, surfing. Writing and surfing are two things I could not see myself living without, as they give meaning to my life. Having something you feel passionate about, whether it is animals, politics, music, writing, or surfing, makes you a happier and more devoted person. At age sixteen I have found two passions and I consider myself one of the happiest people I know. A very wise person once told me, "Life is the living you do and death is the living you don't do." Discover your passion, it will change your life and possibly someone else's.

-Dillon Henry



# Making a Wave of Difference

Our activists and volunteers are the lifeblood of the Surfrider Foundation. Without them we could not have accomplished a fraction of the victories that we have listed to-date, launched successful education and water quality testing programs, or raised overall awareness of the state of our beaches and coastlines. For our final issue of 2010, we decided to reach out to those in the field to tell us which activists are making a difference in their region.

## Greg Lyon - Palm Beach County Chapter

Over the past few years, Greg has turned the Palm Beach County Chapter into a dynamic chapter. With the support of a new core Executive Committee and strong leadership skills, Greg has successfully raised local awareness about the Chapter, creating opportunities for more support and financial aid. As the Chapter moves into 2011, Greg is strategically positioning the Chapter in a campaign that is shaping up to be just as important as Reach 8. Greg is a true leader and inspiration to others.



## Leilei Joy Shih - Oahu Chapter

Leilei Joy Shih was once an active member of the San Diego Chapter's Executive Committee, and now serves on the Oahu Chapter's EC. As a PhD student in Oceanography at the University of Hawaii at Manoa, she helps with Surfrider Foundation's University of Hawaii Club. Leilei is extremely active with the RAP Campaign and the Chapter's efforts to ban

single-use plastic bags (and effectively reduce plastic marine debris), and has given talks about the effects of ocean acidification at various Surfrider Foundation events.



## Ximena Waissbluth - Monterey County Chapter

Ximena truly embraces and exemplifies the concept of scaling activism. She is a one-person firestorm that single-handedly led a plastic pollution education crusade throughout California and the United States. Recently, she took her platform to a whole new level by starting a "Train-The-Trainer" program aimed at recruiting and training leaders to give plastic pollution presentations in their communities. Since starting the program, she has developed forty-two new educators who are committed to delivering six presentations each to audiences of ten or more...for a total of 252 presentations to 2,520 people!



## Fred Sickler - Newport Chapter

Many Newport activists don't see Fred as regularly as they used to, but that doesn't mean he's not one of the strongest in the state of Oregon. Fred is a stronghold on the ocean policy front for Surfrider Foundation's engagement in Oregon.

For the past seven years, Fred has sat on the Ocean Policy Advisory Council (OPAC), representing recreational ocean users. In addition to OPAC, Fred sits on the community team for the Cascade Head Marine Reserve Area, currently under consideration by the community and Oregon Legislature.





## Eleanor Hines - Northwest Straits Chapter

Eleanor Hines has been a member of the Northwest Straits Chapter for about three years, and during that time has served as a liaison for the Western Washington University Club, the longest standing AU club on campus, and now serves as Chair for the chapter. Eleanor manages a very busy work schedule and still represents Surfrider Foundation at more than her fair share of policy and environmental events and forums in Whatcom County and beyond. She helps run the Northwest Straits Chapter's Blue Water Task Force and has helped "green" the process by biking over 30 miles to collect the samples rather than driving, and also helps organize the chapter's annual Ski to Sea team and other area races where Surfrider can have a presence.



Hines Family

## Joe Woerner - Jersey Shore Chapter

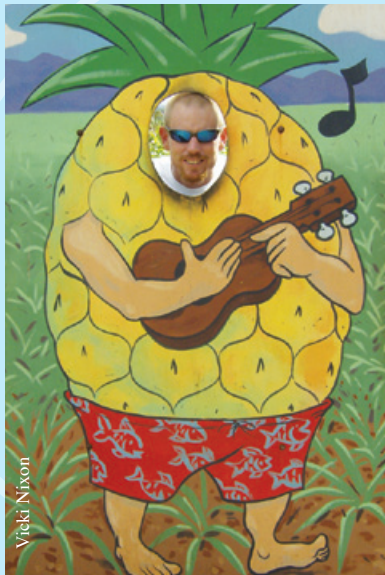
Joe Woerner has been part of the Jersey Shore Chapter's Executive Committee at various points over the years, but more importantly, he's provided guidance and leadership to the Chapter in three key areas: events, campaigns and administration. Joe has lead the Chapter's Asbury Park Family Day at the Beach event for the past few years, where it has evolved into much more than a surf clinic; it has become an event that engages the entire community. Additionally, Joe is leading a campaign in Asbury Park to stop a beachfront development, and turn that area into a park. And to help the Chapter's day to day operation, Joe is leading an effort to consolidate email lists, member lists, and volunteer lists and integrating the use of Volgistics."



Dan Edelstein

## Rob Nixon - South Texas Chapter

He is the face of stoke that makes up our activist base -- A long time member who over the years has evolved into a leader in our Texas Chapter network. Rob has incorporated new media in leveraging the South Texas Chapter's local and statewide campaign work and taken a leadership role in championing its use for issues. He hasn't shied away from tackling controversial issues that have a significant impact on Texas's beaches and is actively engaged at all levels of the chapter. Texas's beaches are a lot safer thanks to Rob's dedication and work.



Vicki Nixon



## Amy Blount Lay - West LA/Malibu Chapter

Amy has a phenomenal ability to analyze a situation, connect the dots, and turn her creative thoughts into real action. Whatever endeavor she takes on, the end result always engages Surfrider activists, generates discussion, and delivers an often subconscious yet profound message that we are all responsible for protecting our coastal resources. In the Spring of 2009, she single-handedly launched a new Program called "Plastic: The Real Sea Monster," combining her responsibilities and skills as a mother to a preschooler, an ocean activist, and an educator in Art History. The ultimate goal of the project is to educate and empower families to make better choices for themselves and our oceans. Since its launch, the program has directly impacted over 15,000 children and adults by way of presentations and the creation of giant plastic sea monsters at schools, social/art organizations, conventions, fundraisers, and an aquarium. There has been both national and international interest in the program with requests coming in from the UK, Brazil, El Salvador, France, Denmark, Vietnam, and Germany. Amy has been invited to come to El Salvador in 2011.



# BAREFOOT-Friendly

## OVER 1,200 VOLUNTEERS CLEAN AMERICA'S BEACHES

By: Laura Mazzarella

This summer, Surfrider Foundation and Barefoot Wine called on communities across the country to kick off their shoes and help “heel” 21 beaches with the Barefoot Wine Beach Rescue Project. Since 2007, the Project has traveled from coast-to-coast making almost 60 beaches “barefoot-friendly” through clean-ups, restoration projects and other events.

From June through September over 1,200 volunteers from across the country “stepped up” to help clean and renew beaches, collecting more than 2,500 lbs of trash and restoring our coastline’s essential dunes. Celebration events followed the beach rescues courtesy of Barefoot Wine, with musician Eric Hutchinson joining volunteers in select cities for special live performances.

In addition to helping make beaches, lakes and coastlines around the country “barefoot-friendly,” Barefoot Wine has been instrumental in supporting and raising funds and awareness for the Surfrider Foundation and Chapter campaigns including: Ban the Bag (Portland, OR), Texas Open Beaches Act (Austin, TX), Stop Liquid Natural Gas Plants From Developing off the New York and New Jersey Coasts (New York, NY), Protecting Public Access to Maine’s Coasts (Higgins Beach, ME) and Stop the Submerged Artificial Reef Structure (Miami, FL).

As the Surfrider Foundation’s official wine partner, Barefoot Wine continues to fund and support Chapters through events such as the Barefoot Wine Beach Rescue Project and provide wine for use at fundraisers, meetings and other events.

The Surfrider Foundation wishes to extend a warm thanks to Hunter Public Relations, our New York City, Central Texas, Portland, Miami Beach, Charleston, Massachusetts, San Diego County, Texas Coastal Bend, Connecticut, New Hampshire, Atlanta, Myrtle Beach / Grand Strand, Oahu, Northern New England, Minnesota, Cocoa Beach, West LA / Malibu, DC, Seattle, Rhode Island and Santa Cruz Chapters. A very special thanks to Stephanie Gallo, Ann Polhemus Peltz, Katie Griesbeck and everyone at Barefoot Wine for their time and efforts in making the Barefoot Wine Beach Rescue Project possible!



Clockwise from left: Miami Chapter’s Mike Gibaldi and volunteer help remove invasive plant species from the dune before planting a local species that will better protect the dunes against coastal erosion. • Central Texas Chapter’s Rick Thomsen helps volunteers unload their bags of trash collected from Austin’s Lady Bird Lake. • Volunteers get ready to scour Rockaway Beach for even the smallest piece of trash at the New York City Chapter’s beach rescue event. • After two hours of removing invasive plants and litter along the 1st St. Beach, Miami, FL, volunteers take a moment to celebrate. • Musician Eric Hutchinson performs for volunteers following the Rockaway cleanup at Bungalow Restaurant and Bar.



# Riding the Plastic Wave of the Future

By: Victoria Spera, Suncoast Chapter

What seemed to be a vision quickly became a reality. With dedication, a touch of creativity, and a commitment to Surfrider's Rise Above Plastics (RAP) Campaign, a powerful message was voiced, "We pledge to reduce our consumption of single-use plastic bottles and bags."

RAP is a global campaign that aims to reduce our use of single-use plastic as it jeopardizes the health of our coastal ecosystems and the animals that live there. The Suncoast Chapter is the first in Florida to embrace the issue and bring it to the community's attention in a twofold matter: educating the public to reduce their consumption, and holding plastic producers accountable to reduce their production amounts.

Since taking on this issue, the Suncoast Chapter has empowered volunteers to educate the public. This education and outreach has manifested into a life-size wave made entirely of PVC pipes, chicken wire and over one thousand single-use plastic bottles.

The wave was constructed over two beach cleanups, and over 20-hours of work from our volunteers. Once completed, the plastic wave engaged

citizens, inspired 19 people to become members, raised \$600, made headlines on network television, and engaged 300 citizens who pledged to make a difference.

Up next, the Suncoast Chapter is planning to create a piece of art involving recycled bottle caps. The Chapter is also hosting several educational craft sessions to show people how to creatively recycle plastic bags, bottles and milk cartons.



The idea originated with much thought, and the overall purpose to show that individual efforts can collectively make a difference with respect to ocean conservation on both a local and global scale. The

Chapter encouraged community members to write their pledges to reduce, and in some cases eliminate their use of single-use plastics on a blue piece of paper and place it into a clear plastic bottle on the wave. The results are "messages in bottles" that turn the wave from clear to blue, representing the health of our oceans once we seriously address the issue of plastic pollution.





## West Coast

By Ed Mazzarella

The **Humboldt Chapter** made waves this summer with efforts to educate the community about their RAP Campaign. In conjunction with California's recent attempt to ban plastic bags, the Chapter focused their regularly co-hosted movie nights on plastic pollution and marine debris. They packed the theater for screenings of "Bag It," "Shelter" and a variety of other short films. Throughout the evening, volunteers encouraged the crowd to fill out postcards supporting a statewide bag ban.



Colleen Clifford



Carol Georgi

Inspired by their love for the ocean, **Emma Vogan** and **Zach Georgi** created the first **San Luis Obispo County high school club** at Arroyo Grande, and have garnered the interest of over 70 students. While education on marine and coastal environments is the main goal of the club, they will also focus their efforts on

encouraging students to reduce their use of single-use plastics not only at school, but also at home.

**Mendocino County Chapter** volunteers and Beach Captain Diane Duncan (6th from left) take some time out from cleaning the Ward Avenue beach to snap a quick picture during Coastal Cleanup Day, which the Chapter has hosted at this location for the past five years.



Andy Harney

On September 21st the California State Water Resources Control Board voted unanimously 5-0 to support the Los Angeles Regional Water Quality Control Board's decision to prohibit septic systems in the Malibu Civic Center Area. This decision, requiring commercial facilities to be off septic systems by 2015 and residential sites by 2019 marks a major victory for the **West LA/Malibu Chapter's** "Clean Water At The 'Bu'" campaign.



Nancy Hastings

The **South Bay Chapter's** "Teach and Test" program continues to grow, with two of the five participating schools incorporating lesson plans into their required curriculum. The Santa Monica Bay Restoration Foundation also awarded the Chapter with a grant to expand the "Teach and Test" program with a "Waste Characterization Study," that will educate students through the scientific collection and analysis of trash found on the beach via storm drains.

September 12th marked the **San Diego County Chapter's** 19th Annual Paddle For Clean Water event at Ocean Beach. Over 500 people paddled around the Pier in support of clean water, and welcomed Margo Pellegrino (pictured below), who spent the summer paddling from Seattle to San Diego. In other news, the Chapter partnered with Stone Brewing Co. for their 14th Anniversary celebration and Beer Invitational in North County, which raised over \$20,000 for the Chapter in a single day!



Bill Hickman



Over the last few weeks of summer and into the fall, the **Portland Chapter** hosted four cleanups along the Willamette and Columbia Rivers to continue raising awareness about plastic pollution in our oceans. The run of cleanups kicked off with a Barefoot Wine Beach Rescue Project at Kelley Point Park featuring musician Eric Hutchinson. The Chapter's special events coordinator **Jocelyn Gary** led the cleanup and invasive species removal project, which was deemed a massive success. **Tristan Fields, Ryan Cruse** and **Tara Gallagher** led additional cleanups at Oaks Bottom and Ross Island. This winter the Chapter will continue working on Snowrider events and outreach, including the new "Tosser Campaign" through signage on lift towers. Check it out at <http://snowriderpdx.org>.



The Chapter also concluded an Ocean Friendly Rain Garden Project with the City of Newport and Lincoln Soil and Water Conservation District (LSWCD). The Chapter hopes this project will encourage homeowners and local businesses to make smarter, more sustainable decisions when it comes to landscaping their yards and managing stormwater. A special thanks goes out to **Allan Schmidt** and the City of Portland for their engineering and design support, and to LSWCD's Stacy Polkowske.

The **Newport Chapter** wrapped up fall with a beach cleanup on International Coastal Cleanup Day. Over 6,000 volunteers spread out between 160 sites (12 of them spearheaded by Surfrider Foundation volunteers) to number the coasts, rivers and inland waterways and collected over 142,000 pounds of trash and debris.

This fall, **South Coast Chapter** volunteers expanded their Blue Water Task Force program to Driftwood Middle School through a mentorship program with volunteers at Pacific High School. During the school year, Driftwood students will collect and transport samples on the afternoon bus to Pacific's lab. Select students also have the opportunity to process samples and field biology projects with their high school mentors. The Chapter hopes that the mentorship program will strengthen the link between students' field biology projects and the needs identified for the management and monitoring of the Redfish Rocks Marine Reserve.

Up in Washington, the **Seattle Chapter's Jean Olson** and **Abigail McCarthy** joined up with the **South Sound Chapter's Jared Geritzen, Alissa Ferrell, Holly Wood** and **Darren Brewster** to run the 2nd annual Round The Rock Race, which immediately followed the annual PNW Chapter Conference. Over 250 standup paddlers from around the country converged at Seattle's Seward Park to raise funds for both chapters and the Seattle Children's Hospital.

Speaking of funds, the **Seattle Chapter** held two of their largest fundraisers this fall. The Chapter participated in the Pyramid Alehouse's Snowcap Party to raise money for their "Sea to Summit" outreach under the strong leadership of **Mike McCann**. Following that, Spitfire hosted the annual Liquified concert, to raise funds for the Blue Water Task Force.

In October, the **Northwest Straits Chapter** hosted the Wild and Scenic Film Festival In Bellingham, where they chose to show "The Story of S.T.R.A.W.," "Nature Propelled," Teton Gravity Research's "Generations," and "Tapped."

As fall came to a close, the **South Sound, Olympic Peninsula** and **Olympia Capitol Chapters** held the first of many surf movie nights as a way to engage water recreators and lovers in their communities. While this year's movie nights are over, 2011 dates will be announced shortly. The Chapters are also looking for volunteers to help out with youth outreach programs, Blue Water Task Force, and various policy issues for the next legislative session.





## East Coast

The **New York City Chapter** recently launched a campaign to combat cigarette litter on city beaches. The Chapter is doing a series of beach cleanups to collect and count cigarette butts, and joining forces with Keep America Beautiful (KAB), who donated 200 ashtrays for distribution to adult smokers. The next step is to have butt receptacles installed along the boardwalk in Rockaway Beach with the help of KAB and the City's Park Department.

The **Massachusetts Chapter** teamed up with Big Brothers Big Sisters on their STOKEE program (Surfing to Offer Kids Environmental Education) at Nahant Beach. Before these kids suited up, they learned the basics of beach ecology and plastics in the marine environment. **Jamie Hosker** donated boards and his time, while **John Rutter** and **Trevor Failor** organized the day.

At Xavier Rudd's concert at the Wilbur Theater in Boston, Massachusetts Chapter activist **Andrew Seraphin** got the Surfrider Foundation logo up in lights and tabled the show along with **Mary Bonner**. As an added bonus, they got to meet Xavier after his show.

Both the **Jersey Shore** and **South Jersey Chapters** are fighting Governor Chris Christie's DEP proposed rules that will not improve beach access on a handful of New Jersey beaches that are inaccessible. The changes to New Jersey's beach access rules would allow towns to get beach replenishment money without improving public access. Currently the Chapters are sending postcards to the Governor showing real "No Beach Access" signs still found in certain parts of the state.

## South

In August 2010, Stone Mountain Memorial Association (SMMA) enacted a ban on stand up paddleboards at the 14 square mile Stone Mountain Park Lake. Surfrider Foundation's **Atlanta Chapter** approved a "Stand Up For Stone Mountain Lake" campaign and took immediate steps to have the ban lifted. **Steve Combs** and **Greg McMenamy**, both attorneys and long-time Surfrider members met with the CEO and Chief of Police of SMMA. During the meeting, the Atlanta Chapter representatives were able to address SMMA's concerns regarding safety, impact to the park, and uncertainties regarding water quality. SMMA lifted the ban and also invited the Atlanta Chapter to participate in cleanup activities at the park. The success of this campaign was based in large part on Surfrider's long history of defending public access rights and having the resources to take quick action when needed.



## Texas

At the September 1st South Padre Island City Council meeting Cameron County Parks Director Javier Mendez gave a report on the county's "Cash for Trash" program, which was implemented at County Beach Accesses 5 & 6 this year. What was reported was very positive and absolutely mind-blowing. In the first month of operation, from July 14- August 14, 45.67 tons of trash had been kept off of or collected from the northern beaches. **South Texas Chapter Chair, Rob Nixon** said, "I have often said that the trash issue was of epidemic proportions but this proves how much was potentially out there!"

The overall bag return rate was 77% for the 1st month, and the gross money collected was \$69,400 with \$53,640 refunded leaving \$15,760. Their total costs were \$16,803, including \$12,790 in labor, which leaves a net expense to the county of \$1,043. So to say that the program has reduced labor costs associated with litter control would be an understatement!

Nixon continues, "In the Surfrider Foundation South Texas Chapter's wildest dreams we could not have hoped for a success of this magnitude and must once again thank the Texas General Land Office, Cameron County and the City of South Padre island for taking the chapter's idea and running with it!"

In other South Texas Chapter News, the Chapter, along with the support of HEB (Texas' number one grocer), Walmart, and help from the South Padre Island City's Code Enforcement Staff, the City of South Padre Island's City Council voted to begin drawing up a plastic bag ordinance for the city. If successful, South Padre would be the second city in Texas to enact such an ordinance.

## Hawaii

A broad coalition of community, environmental and public interest organizations urged residents to attend the North Shore Neighborhood Board meeting at the Ali'i Beach Park Hale'iwa Surf Center on September 28th to state their opposition to selling public park land. At this meeting developer Andy Anderson made a presentation to the community regarding his proposed plan to transform the "Jameson's Restaurant" site and adjoining City and County of Honolulu Beach Park into an 80-unit hotel/resort. Central to his plan is his proposed purchase of Hale'iwa Beach Park Mauka, which includes approximately 4 acres along Kamehameha Highway that were obtained expressly for future park expansion 4 decades ago.

**Surfrider Foundation Hawaii Coordinator Stuart Coleman** says, "It is a widely held belief that the City and County of Honolulu should retain important, existing coastal park lands in highly utilized recreational areas for the benefit of the public. This is particularly true along the North Shore where the visitor numbers are increasing and the City and County's Department of Planning and Permitting acknowledges a distinct shortage of park lands and community-based parks, given the region's population, usage, and projected growth."

Coalition member Peter Cole says, "We hope that people share the belief that important coastal City and County of Honolulu Parks land should remain for the benefit of the public. Given the scarcity of beach front land and high prices, it will be extremely challenging for the City and County to purchase additional beach parks along this highly utilized coastline – why would we sell one the public already has and has invested in?"



# International



Masuo Uedo takes advantage of a break to play some mandolin



Just one of the incredible dinners planned by our hosts



In some areas, virtually all of the shoreline has been armored with structures like these



Surfrider CEO Jim Moriarty and Surfrider Japan's Hiromi Matsubura



Environmental Director Chad Nelsen visits the legendary Tuskiji Fish Market

This past October, Surfrider Foundation representatives from Europe, Australia, Argentina, Canada and the United States all met in Kamogawa, Japan for the organization's annual international meeting. Over the course of four days, attendees gave or participated in various presentations and workshops on subjects such as Surfing Reserves, Social Media Marketing, Membership Cultivation and the Rise Above Plastics campaign. Our hosts, Surfrider Japan, also gave several compelling presentations to some of the unique challenges they are facing, including their campaign to stop the discharge of radioactive material into the ocean from the Rokkasho Nuclear Reprocessing Plant.

On behalf of all the attendees, we want to say **ARIGTO GOZAIMASU** to **Hiromi Matsubura, Hideyasu Kato, Michiaki Moriyama, Masanori Kyo, Shuichi Tokunaga, Kevin Parrington, Hikiari Gorai** and everyone else at Surfrider Japan who were such wonderful hosts!!



We made some amazing new friends on this trip!



Surfrider Canada's Haley Jaggerstone, San Diego activist Belinda Smith and Surfrider Australia's Kristy Theissling



Surfrider Japan's Shuichi Takunaga and Michiaki Moriyama



Surfrider Europe's Stefane Laxtague and Surfrider Argentina's Laura Palmero

# WE ARE GOING DIGITAL!

As an environmental organization we are continuously looking for new ways to conserve our natural resources. That is why in the coming months we will be shifting Making Waves to a digital-only publication. This means we'll save trees (about 90 a year), cut our carbon footprint (printing and shipping is roughly 7,605.5 lbs of CO<sub>2</sub>), and reduce our reliance on the fuels that go into production and transportation of a printed version. This also means that we will be able to bring you even more information on the hundreds of beach and coastal campaigns our grassroots chapters and activists are fighting world-wide, along with in-depth articles on everything from surfing reserves, to the latest in ocean energy, to marine plastics. Even better you'll be able to access and view this information electronically from anywhere in the world at your convenience. Stay tuned!



# Low Impact Development

By: Mara Dias

Photos: Paul Herzog

## Better Land Management for Cleaner Water

2010 has been a record year for flooding. Heavy rains early in the year swamped California and most of the Northeast. Nashville experienced a thousand-year storm event in May, and monsoon rains devastated Pakistan this year. While the impacts of these large storms have been crippling, even light rainfall can impair the quality of our watersheds and beaches. Swimming advisories and beach closures are issued on a regular basis in many states after mild rain events to protect the public from pollutants delivered to the beach by runoff. In fact, as little as 1/10th of an inch of rain is enough to overwhelm the combined sewer system in New York City, causing it to discharge untreated sewage into its harbors and waterways.

The problem is we have paved over too much of our landscape. As cities and towns expand and become more developed, large portions of our watersheds are being covered with concrete and other impervious surfaces. These hard surfaces interrupt the normal water cycle by preventing rainwater from soaking into the ground. Rain instead runs across rooftops, parking lots and roadways picking up pollutants such as oil, fertilizers, and animal waste along the way. Marshes and wetlands with natural vegetation capable of cleaning many of the nutrients and pollutants in stormwater have been lost as communities expand to the water's edge.

Stormwater is often channeled directly into streams, rivers and coastal waters through storm drain systems. Particularly problematic are combined sewer systems that exist in many of our older cities. A combined sewer system is a type of sewer

system that collects sanitary sewage and stormwater runoff in a single pipe system. These systems easily become overwhelmed and overflow raw sewage into our waters during storm events.

The consequences of stormwater runoff are most apparent in urbanized areas. The EPA estimates that combined sewer systems alone release 850 billion gallons of raw sewage and stormwater annually. Additionally, it only takes a small increase in the amount of impervious cover in a watershed to negatively impact our water quality.

Low Impact Development (LID) is a new approach to urban planning and site design that aims to maintain and restore the water cycle in developing watersheds. Sometimes coined "Green Infrastructure," LID uses site-specific engineering designs to infiltrate, filter, store and treat stormwater close to its source. Water is given a chance to soak into the ground, recharge local water supplies and protect the quality of nearby waterways.

LID techniques are most effective when they are incorporated into new development and planning designs, but both commercial and residential properties can be retrofitted to hold more rainwater on-site. Some common green techniques or best management practices include vegetative strips and buffers, rain gardens, green roofs, rain barrels and permeable pavement. To learn more about these and other LID techniques visit Surfrider's Beachapedia website.

**[www.beachapedia.org/LID](http://www.beachapedia.org/LID)**





# We're Working Toward A "Low-Impact" Future

Many cities are beginning to shift their focus away from traditional, end-of-the-pipe solutions to stormwater runoff to implementing more cost-effective, green solutions that offer their communities multiple quality-of-life benefits. Philadelphia has recently embarked on a very aggressive plan that would spend \$1.6 billion over the next 20 years on green solutions to bring their urban runoff issues into compliance with the Clean Water Act. [http://www.philly-watersheds.org/what\\_were\\_doing/green\\_infrastructure](http://www.philly-watersheds.org/what_were_doing/green_infrastructure)

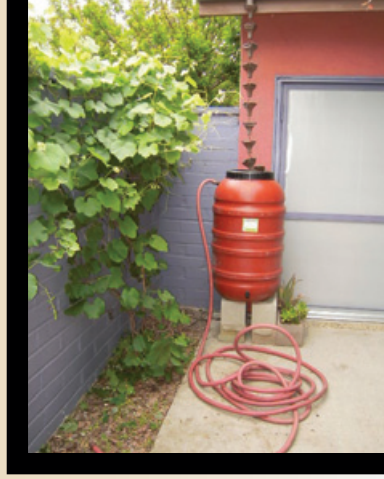
In January 2009, Los Angeles released an LID Manual providing standards for implementing green infrastructure countywide. In 2010, a new LID ordinance has been proposed that would require all new construction to retain 100% of runoff onsite during a ¾ inch rainstorm or pay a stormwater mitigation fee. <http://www.lastormwater.org>

There is also bill before Congress that would promote the use of LID and Green Infrastructure nationwide.

The Green Infrastructure for Clean Water Act will invest in the planning and construction of green projects that are designed to restore our watersheds and fight water pollution. This bill proposes to establish up to five Centers of Excellence across the country to research and develop best management practices and policy recommendations.

It will also create a green infrastructure program within the Environmental Protection Agency to promote the use of green infrastructure and provide technical assistance to states, local governments, and the private sector. Learn more about the Green Infrastructure for Clean Water Act on the Know Your H2O Blog.

[www.knowyourh2o.blogspot.com/2010/07/green-infrastructure-for-clean-water.html](http://www.knowyourh2o.blogspot.com/2010/07/green-infrastructure-for-clean-water.html)



## What Our Activists Are Doing:



**Advocating for better stormwater management practices in their city building and zoning codes**



**Educating communities through various outreach programs and workshops**



**Implementing Ocean Friendly Garden practices on residential and commercial landscapes through conservation, permeability and retention (CPR)**





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144 victories since 1/06. The Surfrider Foundation is striving to win 150 environmental campaigns by the end of 2010. For a list of these victories please go to: [www.surfrider.org/whoware6.asp](http://www.surfrider.org/whoware6.asp)

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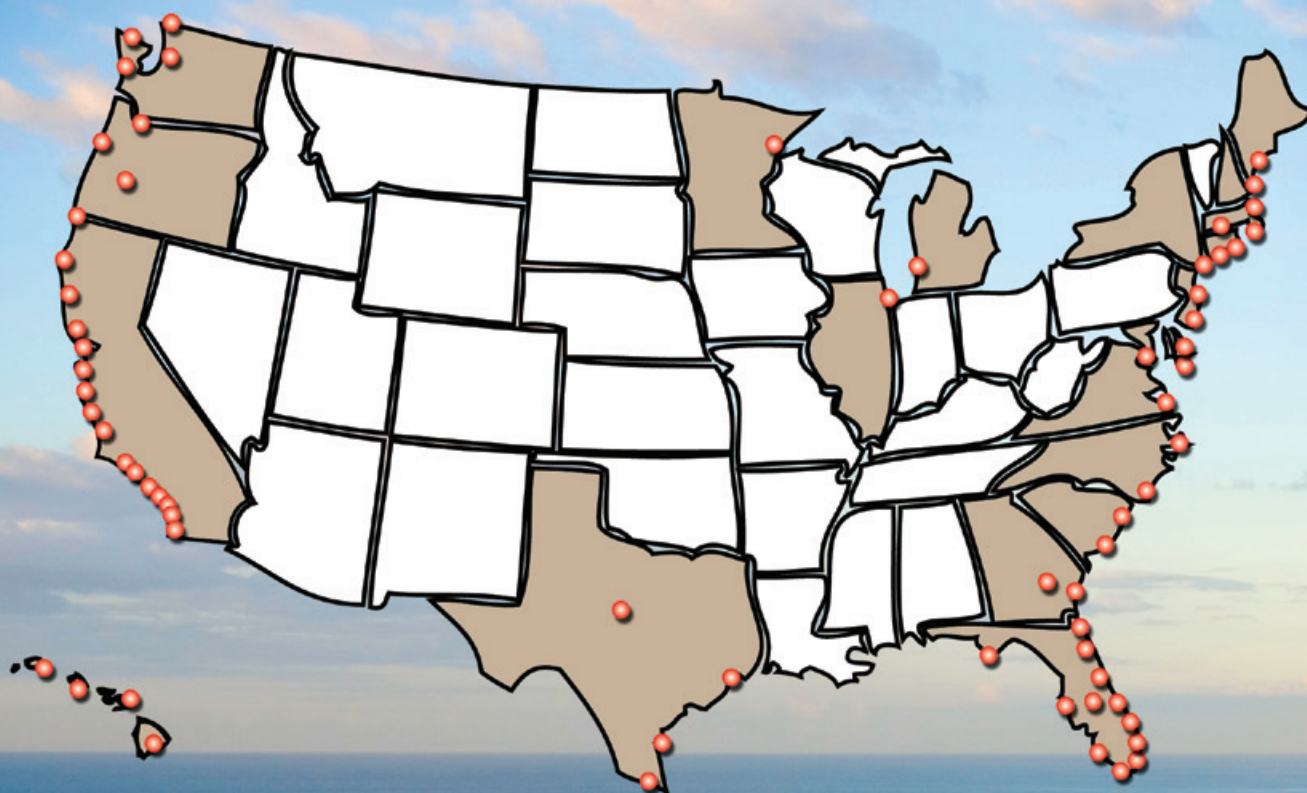
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